

Statistics

Population (2003)

Maryland:	5,220,679	metro	(2.2% of total U.S. metro)
	<u>288,230</u>	non-metro	(0.6% of total U.S. non-metro)
	5,508,909	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Maryland:	388,197 jobs	(12.7% of total Maryland employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Maryland:	12,198	(0.6% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Maryland:	170 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Maryland:	\$1.3 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #36

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Broilers	440,512	3.3
Greenhouse/nursery	303,869	2.1
Dairy products	173,844	0.8
Corn	73,941	0.4
Soybeans	67,523	0.2

Agricultural Products Sold Directly to Consumers (2002)

Maryland: \$12.6 million
United States: \$812.2 million

Farmers Markets (2004)

Maryland: 73
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Maryland: \$3.6 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Maryland: 3,590 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Maryland: 1
Total: 96

Marketing Products and Services

Specific to Maryland

World Union of Wholesale Markets Congress Held in Baltimore

In partnership with the Maryland Food Center Authority, AMS sponsored the 2005 World Union of Wholesale Markets 24th Congress in Baltimore in September. The Congress—which is attended by wholesale and retail market managers, food industry representatives,

producers, distributors, wholesalers, and academics—is an international forum to debate the issues and trends facing the food distribution industry worldwide.

AMS Staff Member Addresses School Nutrition Association

An AMS staff member spoke on farm-to-school marketing programs at the annual meeting of the School Nutrition Association in Baltimore in July 2005. The School Nutrition Association is a national, nonprofit professional organization representing more than 55,000 members that provides high-quality, low-cost meals to students across the country.

AMS Staff Participates in Small Farm Conference

AMS managed an educational exhibit and distributed research information on direct and niche marketing opportunities during the Small Farm Conference in Princess Anne.

The University of Maryland sponsored the conference for the Eastern Shore in November 2004. It brought together representatives of public, private, and government organizations who assist small, limited-resource farmers and ranchers. Topics covered during the conference included financial and risk management strategies, niche marketing, and an overview of available agency resources for small farm development. The conference was hosted by the Maryland Cooperative Extension Service as part of the University's Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Project.

AMS Studies Cut Flower Marketing

As part of a cooperative research project with Pennsylvania State University, AMS is investigating marketing prospects for locally-grown cut flowers in the Northeast and Mid-Atlantic region. As part of that study, AMS participated in the Mid-Atlantic Regional Meeting of the Specialty Cut Flower Growers Association in July 2003 in Brookeville. The meeting included an overview of production and marketing methods for greenhouse and field-grown flowers and tours of cut flower operations.

AMS Conducts Seminars at University of Maryland Eastern Shore

An AMS staff member addressed a seminar of agriculture students and conducted an informational seminar for students in nonagricultural majors in November 2002 at the University of Maryland Eastern Shore. He described career opportunities in agriculture, career planning, and internship opportunities at USDA.

Sustainable Agriculture Conference in Hagerstown

The annual conference of Future Harvest—Chesapeake Alliance for Sustainable Agriculture was held in Hagerstown in January 2002. The conference drew approximately 150 individuals including many farmers. AMS participated in a panel that discussed implementation of the National Organic Standards in 2002.

Machine Vision Technology Project for Tree Nut Crops

AMS is working with the University of Maryland to develop grading and inspection technology appropriate for use by smaller producers and cooperatives. Machine vision technology has the ability to detect defects and foreign materials that are difficult or impossible to detect by other means. The equipment developed at Maryland will be specifically designed to detect defects in higher-valued, small-acreage tree nut crops, such as black walnuts.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at

improving the efficiency and performance of the marketing system.

- In 2003, \$22,675 was awarded to the Maryland Department of Agriculture to assist Maryland producers access new direct marketing opportunities in nearby urban markets.
- In 2002, \$57,000 was awarded to the Maryland Department of Agriculture to complete a comprehensive supply/demand analysis of the Maryland organic sector, identify opportunities for producers to expand their markets, and complete case studies of three promising organic product markets.

Regional Interest

Annual Mid-Atlantic Fruit and Vegetable Convention

In February 2005 the Annual Mid-Atlantic Fruit and Vegetable Convention, featuring more than 130 exhibitors, was held in Hershey, PA. Nearly 2,000 persons, mostly fruit and vegetable growers, from throughout Pennsylvania, Maryland, New Jersey, and other States attended. The event is sponsored by the State Horticultural Association of Pennsylvania, the Pennsylvania Vegetable Growers Association, the Maryland State Horticultural Society, and the New Jersey State Horticultural Society. Specialized horticultural equipment, farm market merchandise and packaging were on display and information was available on the latest seed varieties, fruit varieties, pesticides, and other supplies and services for the commercial grower. AMS presented information about USDA resources available to growers.

Future of Food and Farms Conference

AMS staff helped organize and participated as workshop presenters at the 2003 Future of Food and Farms Conference, held in Wilmington, DE. As part of the conference's planning task force, AMS helped frame the conference agenda and identified prospective speakers. During the conference, AMS participated in panel discussions related to Federal resources in the agricultural marketing sector. The event featured four major program themes related to agricultural marketing, food distribution and hunger reduction in the mid-Atlantic region.

Mid-Atlantic Market Collaborative

AMS is a member of the Mid-Atlantic Market Collaborative, which includes representatives from 13 farmers markets in Washington DC, Maryland, and Virginia. The purpose of the Collaborative is to share ideas, talents, contacts, and materials, in order to enhance the attractiveness of farmers market venues for both farmers and market customers.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.